CORRECT FURNITURE

Displayed, Sold and Delivered

FOR THE TRADE ONLY

Lincoln-Orinoco in New York

A PERSONAL INVITATION FROM MR. WILLIAM H. LINCOLN TO VISIT THE TRADE DISPLAY OF CORRECT FURNITURE SHOWN BY LINCOLN-ORINOCO IN NEW YORK AT THE STIEHL BUILDING TWENTY-EIGHT WEST TWENTIETH STREET NEW YORK IS EXTENDED TO

Peter Engel, Inc.

Lincoln-Orinoco in New York

MAKERS OF CORRECT FURNITURE SINCE 1889

28 WEST 20TH STREET, NEW YORK

October 22, 1930.

Peter Engel, Inc.,
415 E. 31st St.,
New York, N. Y.

Gentlemen:

May I say a few words regarding the enclosed booklet and the reasons for sending it to you?

First, let me reassure you on one point: The booklet asks nothing of you. It neither begs you to buy nor urges you to invest. It merely places before you, without strings or conditions, a new opportunity to add profits to your business. That and nothing more.

"Correct Furniture" is something in which we have a common interest. We make it and you need it to carry on your business. The booklet shows how, in the future, you may enjoy full use of the entire line of "Correct Furniture" whenever you need it, without contributing any of your own capital or floor space.

I have just seen the new display, in a separate section of the A.H.Stiehl Furniture Co., and my enthusiasm prompts me to predict that LINCOLN-ORINOCO IN NEW YORK will prove to be the most important sales-making help that has yet been devised for the better furniture dealer and decorator.

Offered on a direct-factory basis this exclusive line, backed by the understanding service of the Stiehl organization, gives you every opportunity for full profit--and the display is permanent, so I hope you will call often with your clients--but don't wait, you should learn of the profit-possibilities of this new opportunity at once. I am enclosing my personal invitation.

Very sincerely yours,

W. P. Lincoln

President.
~~THE~~ ORINOCO FURNITURE COMPANY
THE LINCOLN CHAIR COMPANY
Columbus, Indiana.

WHL:MS

TD CAT 1930 Lincoln-Ocipoco
ATHENAEUM OF PHILADELPHIA

Correct Furniture

FORTY years ago, Mr. W. H. Lincoln, the present head of the Lincoln-Orinoco Organization, entered the ranks of American Furniture Makers and adopted this slogan: "Correct Furniture ONLY." The slogan and the ideal behind it have endured to this day. In spite of contrary trends which have influenced others, Lincoln-Orinoco Furniture is today, more than ever, Correct Furniture—correct in style, correct in materials and correct in the making. Absolutely unaffected by the modern tendency toward "less care and greater volume," this product continues to be, what Mr. Lincoln, forty years ago, conceived it should be—the best furniture that America could produce.

For two generations, both here and abroad, Lincoln-Orinoco Furniture has been the choice for homes of culture—homes where only truly artistic forms and excellence in craftsmanship could be introduced.

Confined, as it was heretofore, to certain exclusive shops in each territory, Lincoln-Orinoco Furniture has not been available to the trade generally, but now, with the advent of Lincoln-Orinoco in New York, it is our privilege to offer you, on a direct-factory basis, full access to this justly renowned line, to sell to your customers from our showroom floors. In addition, our complete selling and delivery organization of twenty-one years' training, is placed at your disposal.

We consider it indeed an honor to be known as distributors of a product so pre-eminent in its field and we take unusual pride in extending to you a cordial invitation to pay us a visit of inspection. You will find a furniture showroom that goes far beyond the ordinary conception of the term, and one that will be of real benefit to your business in the future.

A. H. STIEHL FURNITURE COMPANY

Wholesale Furniture

28 WEST 20TH STREET, NEW YORK

A few examples of current designs are shown on the following pages — and the foot notes on each page tell you briefly what Lincoln-Orinoco in New York means to you.

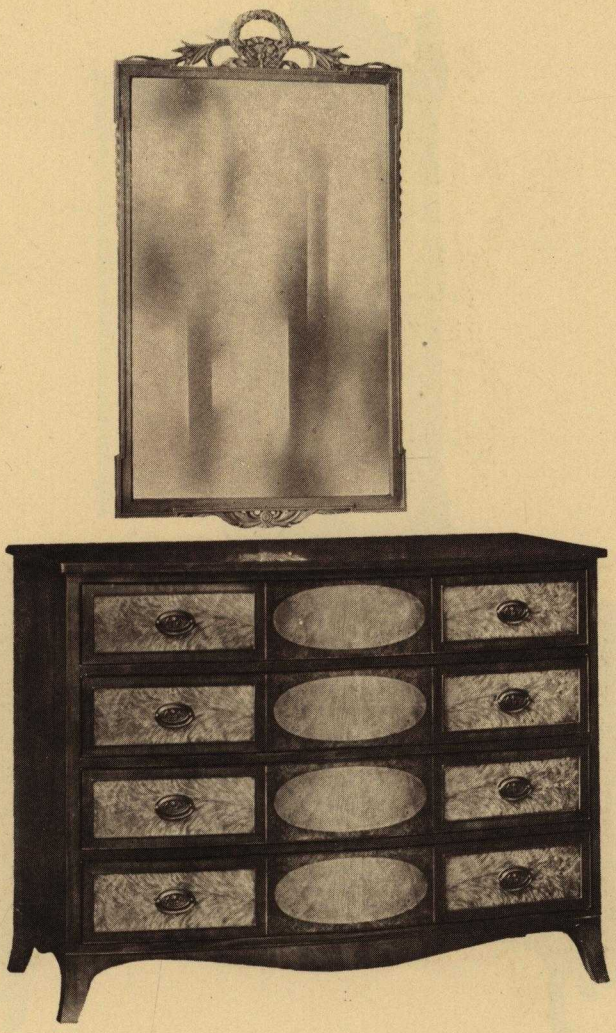
#2455945/B Td Cat
10-14-91 1930
1-22-2004

The Sevigny Bureau

FROM A LOUIS XV BEDROOM GROUP. AMERICAN BLACK WALNUT, HAND CARVED. THE PANELS ARE OF MAI-DOU BURL BORDERED WITH GOLDEN KOA AND DECORATED BY HAND. MIRROR FRAME IS GOLD PLATED. TOP IS IMPORTED BENOU JAUNE MARBLE WITH MOULDED EDGES

THE PRODUCT OFFERS:

Forty years' devotion to an ideal

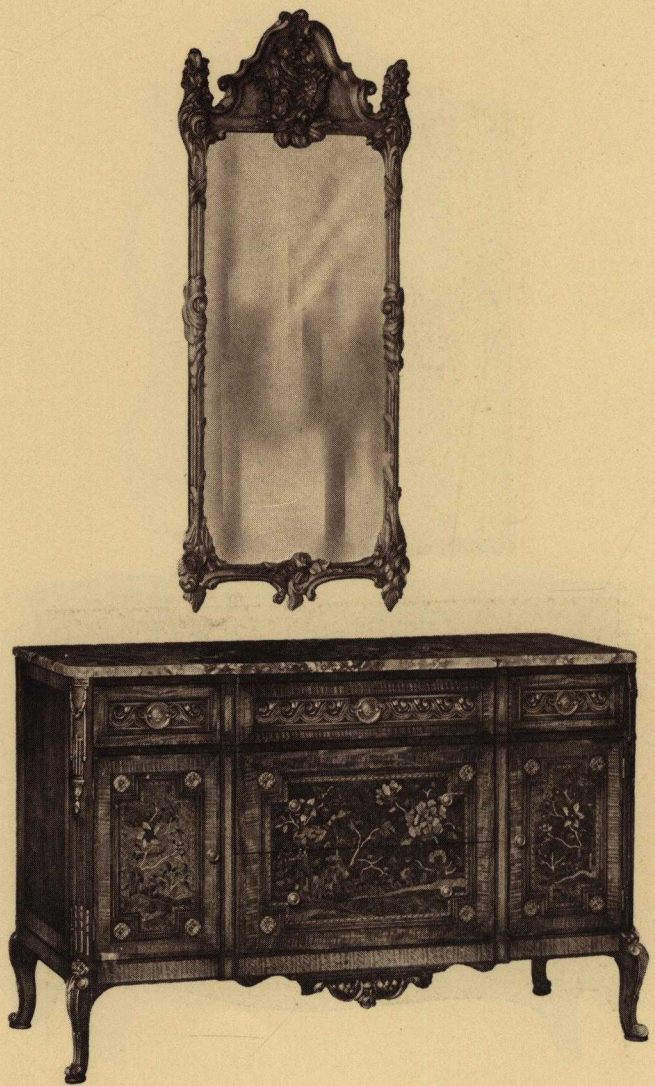


The Danbury Bureau

FROM A SHERATON GROUP IN CUBAN MAHOGANY. DECORATIVE PANELS ARE IN ASPEN. ORIGINAL IN POSSESSION OF MRS. ALEXANDER FOREMAN.

THE DISTRIBUTOR OFFERS:

Twenty-one years of Specialized Experience in acting for the dealer



The Camille Bureau

FROM A LOUIS XVI GROUP. HAND CARVED IN AMERICAN BLACK WALNUT. THE PRINCIPAL VENEERS ARE TEAK, KOA, YOMA AND MADRONA BURL. MARQUETERIE OF SWISS PEARWOOD AND TULIPWOOD

THE PRODUCT OFFERS:

Construction and finish as nearly faultless as is possible

The Sadler Bureau

A SHERATON DESIGN IN CUBAN MAHOGANY. CROTCH MAHOGANY PANELS AND BORDERS OF FINELY FIGURED SATINWOOD

THE DISTRIBUTOR OFFERS:

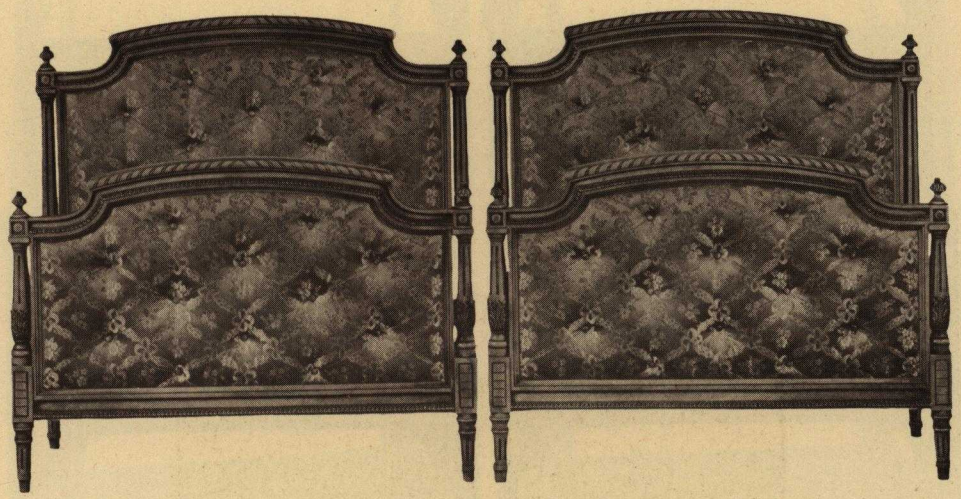
A complete service from selling to delivery

The Maurice Bureau

LOUIS XVI IN MAPLE WITH BLACK ENAMEL TOP. HAND CARVED AND ELABORATELY DECORATED WITH MARQUETERIE INLAY. PRINCIPAL VENEERS RUGOSA, TALLENTINA AND SATINWOOD

THE PRODUCT OFFERS:

Style correctness above reproach

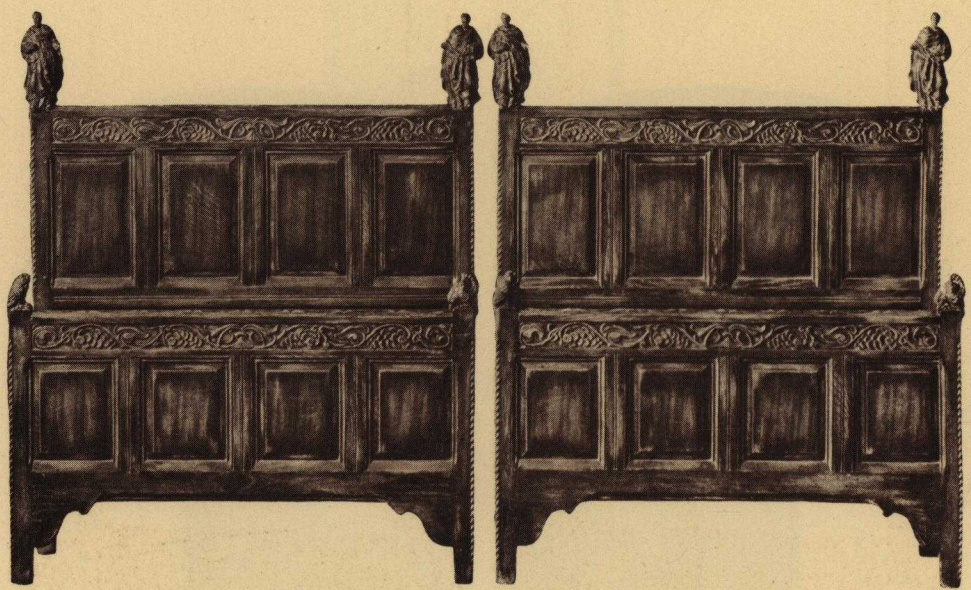


The Valentine Upholstered Beds

IN MAPLE, LOUIS XVI DESIGN, FROM THE PETIT TRIANON COLLECTION

THE DISTRIBUTOR OFFERS:

An unbroken record of successful selling

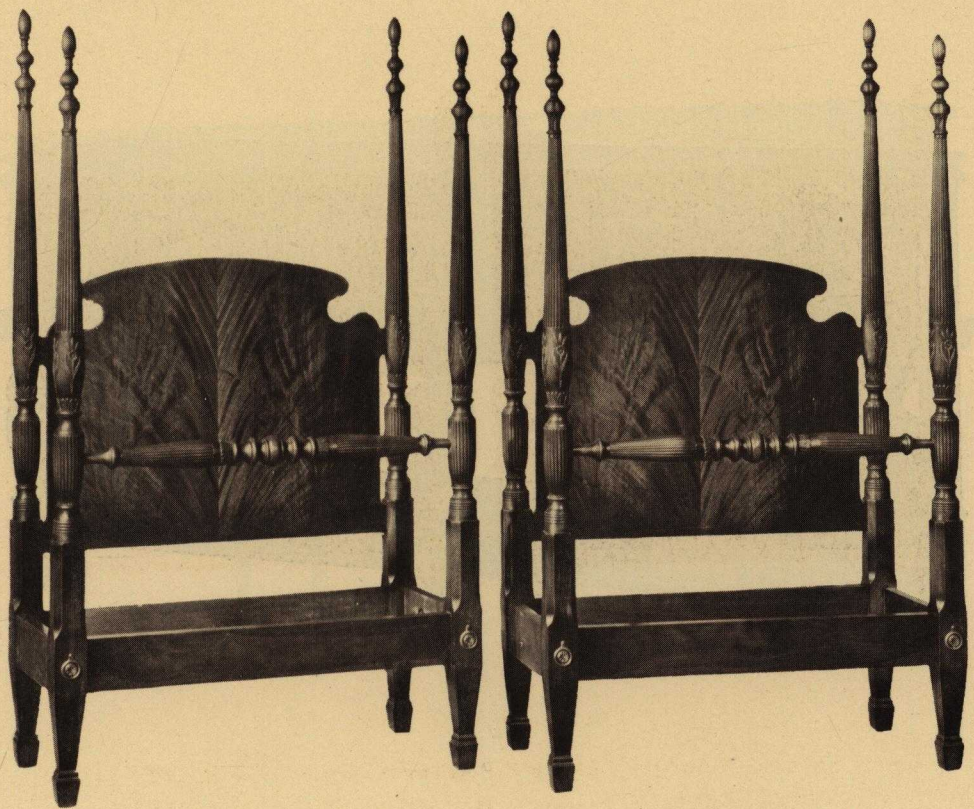


The Stanford Beds

FROM AN ANTIQUE OAK GROUP AFTER THE ENGLISH OF THE XVII CENTURY. EACH DETAIL HAS AN AUTHENTIC ORIGINAL AND ALL HAND CARVING IS EXECUTED IN THE EXACT STYLE OF THE PERIOD

THE PRODUCT OFFERS:

Predominance in the really fine furniture field

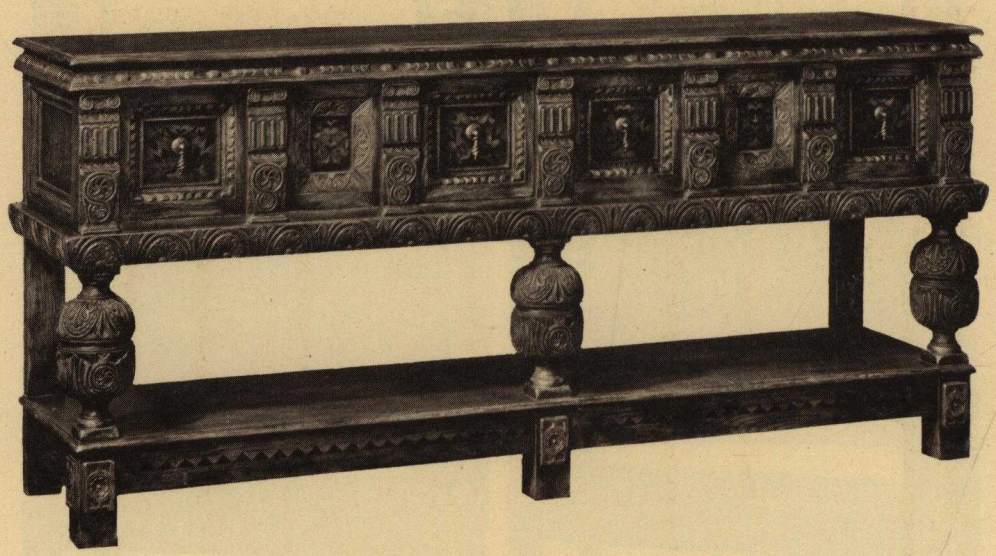


The Danbury Poster Beds

HEPPLEWHITE, AFTER A PAIR IN A PRIVATE COLLECTION
IN ENGLAND. CUBAN MAHOGANY

THE DISTRIBUTOR OFFERS:

A Location easily reached and parking without charge for dealers and clients



The Todhunter Sideboard

OAK, HAND CARVED, WITH MARQUETERIE DECORATION. DESIGNED AFTER A SPLAY-FRONTED BUFFET IN THE COLLECTION OF MR. BASIL DIGHTON

THE PRODUCT OFFERS:

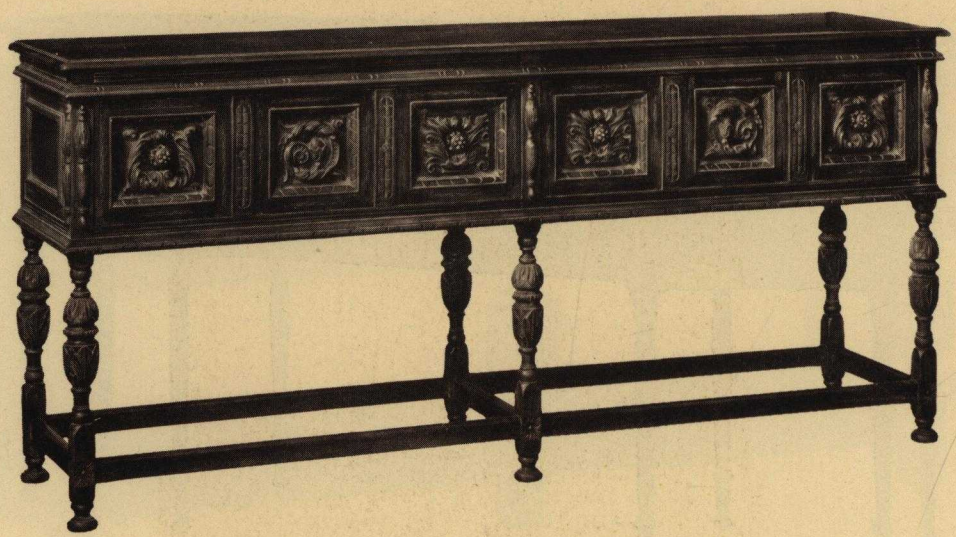
Excellence without the penalty of excessive cost

The Museum Sideboard

SHERATON. FROM A GROUP IN CUBAN MAHOGANY.
CROTCH FRONT

THE DISTRIBUTOR OFFERS:

Co-operation of the trade's largest selling organization



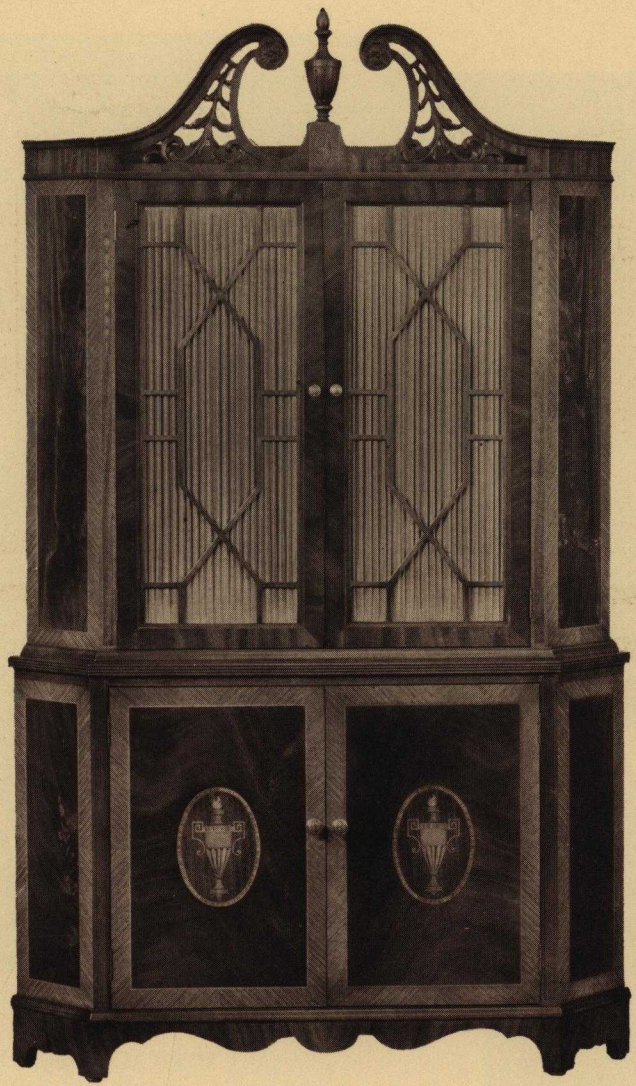
The Dryden Sideboard

FROM A JACOBEAN GROUP IN AMERICAN WALNUT, HAND CARVED. DESIGN INSPIRED BY A PIECE IN THE POSSESSION OF LADY HENRY GROSVENOR

THE PRODUCT OFFERS:

Designers of recognized genius

At STIEHL'S



The Rutledge Cabinet

FROM AN XVIII CENTURY ENGLISH GROUP, IN CUBAN MAHOGANY WITH SATINWOOD BORDER. A METROPOLITAN MUSEUM REPRODUCTION

THE DISTRIBUTOR OFFERS:

The counsel and help of a highly trained salesforce

The Weymouth Cabinet

HAND CARVED JACOBEAN. IN AMERICAN WHITE OAK.
POLLARD OAK PANELS

THE PRODUCT OFFERS:

An extensive variety for Bedroom, Dining Room, Living Room and Hall

The Dewar Hospitality Cabinet

AFTER THE TUDOR PERIOD. MADE OF ENGLISH BROWN OAK, HAND CARVED. EQUIPPED WITH TWO SECRET COMPARTMENTS PROVIDING SPACE FOR TWENTY-FOUR CONVENTIONAL BOTTLES

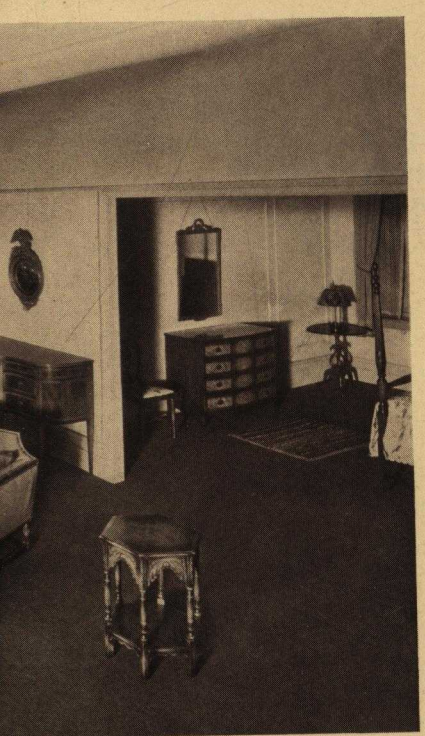
COMPLETE INTERIOR FITMENTS INCLUDE SILVER SERVICE SET, GLASSES, CHIPS, CARDS AND HUMIDOR, ETC. SIZE 21″ X 32″, HEIGHT 47″

THE DISTRIBUTOR OFFERS:

An unsurpassed display including many special room settings

Lincoln-Orinoco in New York

at STIEHL'S



Views showing sections of the Main Corridor and two of the Ensemble Rooms

The Pagani Sofa

ITALIAN RENAISSANCE. BASE SOLID AMERICAN BLACK WALNUT, HAND CARVED. LOOSE DOWN CUSHIONS

THE PRODUCT OFFERS:

An unconditional guarantee of quality

The Brixton Sofa

EIGHTEENTH CENTURY. EXQUISITELY CARVED BASE. SOLID AMERICAN BLACK WALNUT. FULL LENGTH CUSHION DOWN FILLED

THE DISTRIBUTOR OFFERS:

Service and delivery departments of proved efficiency

The Emerson Sofa

SHERATON WITH LOOSE DOWN CUSHIONS. MADE OF
CUBAN MAHOGANY, CARVED AND INLAID

THE PRODUCT OFFERS:

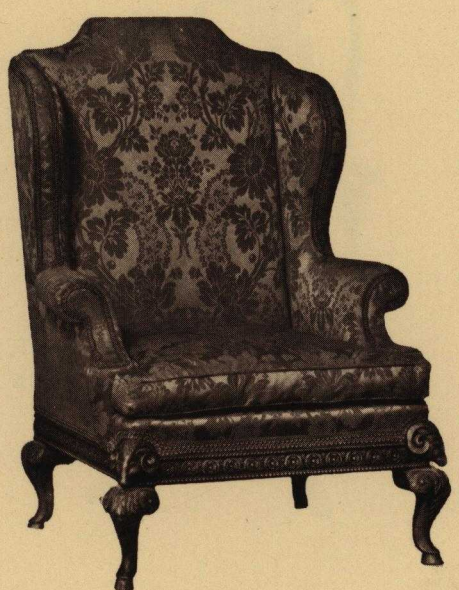
A permanent all-year-round exhibition for stock selections

The Keats Chair

CHIPPENDALE. IN SOLID WALNUT, HAND CARVED. LOOSE DOWN CUSHION

The Chevalier High Wing Chair

IN AMERICAN BLACK WALNUT, HAND CARVED. LOOSE DOWN CUSHION



THE DISTRIBUTOR OFFERS:

Shipment from factory or delivery from New York stock

The Nottingham High Wing Chair

CHIPPENDALE. SOLID WALNUT, HAND CARVED. LOOSE DOWN CUSHIONS

The Updyke Chair

QUEEN ANNE. IN SOLID WALNUT, HAND CARVED. LOOSE DOWN CUSHIONS

THE PRODUCT OFFERS:

First showings of all new patterns

The Sturdevant
Occasional Chairs

ELABORATELY HAND CARVED. IN SOLID AMERICAN BLACK WALNUT

THE DISTRIBUTOR OFFERS:

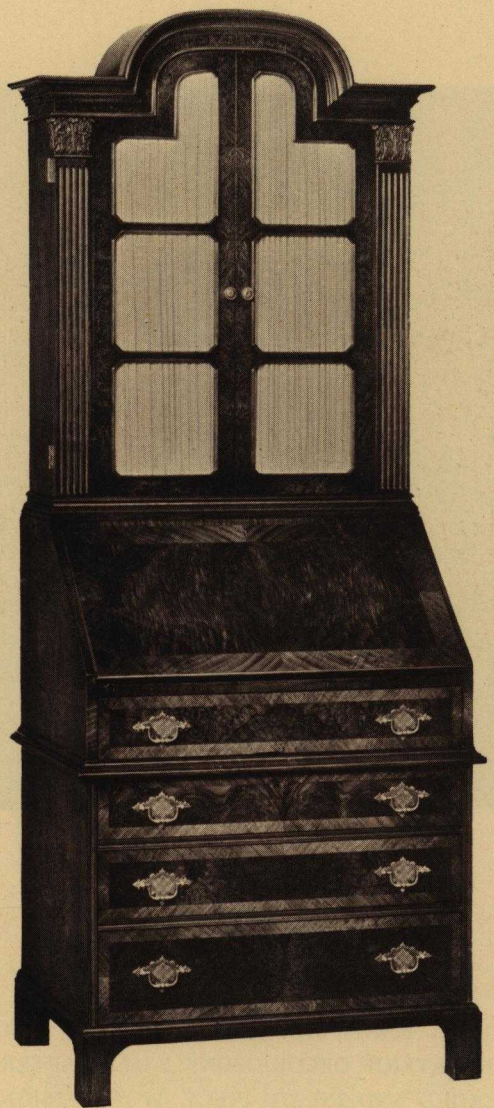
Delivery at once or later as desired

The St. George Desk

AFTER THE GEORGIAN PERIOD. HAND CARVED AMERICAN BLACK WALNUT. TOP OF SELECTED BLACK-AND-GRAY WALNUT. DECORATIVE VENEERS OF KARPATHIAN ELM BURL

THE PRODUCT OFFERS:

A much-sought line heretofore confined to an exclusive few



The Greeley Secretary

QUEEN ANNE. IN AMERICAN BLACK WALNUT WITH
BLACK WALNUT STUMP-WOOD BURLS

THE DISTRIBUTOR OFFERS:

Practically every advantage of ownership without obligation

The Todhunter Silver Cabinet

FROM A HAND CARVED OAK DINING GROUP. MARQUETERIE DECORATIONS. BASE IS AFTER AN ARCADED AND INLAID PIECE IN POSSESSION OF MESSRS. STAIR AND ANDREW

THE PRODUCT OFFERS:

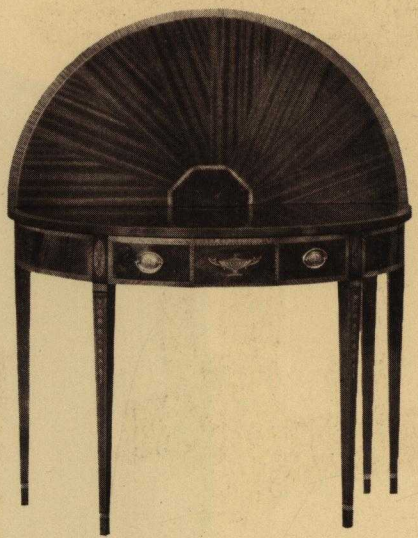
The world's rarest woods and finest fabrics

The Sevigny Dressing Table

HAND PAINTED AND HAND DECORATED, FROM A LOUIS XV BEDROOM GROUP. GOLD FRAMED MIRROR

THE DISTRIBUTOR OFFERS:

Freedom from risks and responsibility



The Rutledge Wall Table

SHERATON. IN CUBAN MAHOGANY WITH SATINWOOD DECORATION

The Lynn Coffee Table

IN ANTIQUE OAK, HAND CARVED. TOP OF OAK SWIRL, INLAID WITH FANCY VENEERS AT CENTER AND BORDER 22" X 22", HEIGHT 24"

The Forsythe Console

SHERATON CABINET IN SATINWOOD WITH MARQUETERIE DECORATION

THE PRODUCT OFFERS:

Strict adherence to authentic motifs

The Jamison Table

HAND CARVED, SOLID AMERICAN BLACK WALNUT. MARBLE TOP. 26" X 29", HEIGHT 30"

The Santa Marina Coffee Table

MARBLE TOP. IN SOLID WALNUT, HAND CARVED. 32" X 22", HEIGHT 21"

The St. Albans Coffee Table

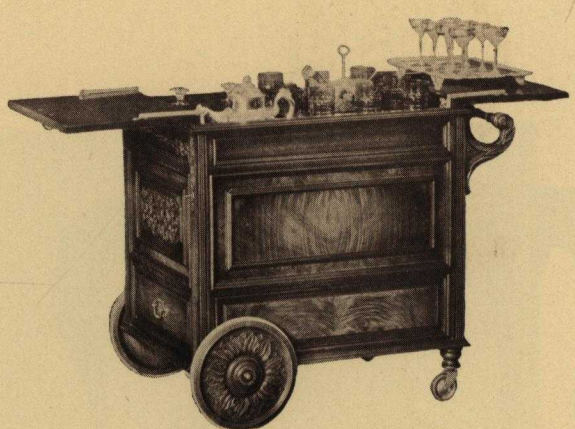
ELABORATELY HAND CARVED. IN SOLID WALNUT. BLACK AND GOLD MARBLE TOP. 21" X 33", HEIGHT 20"

THE DISTRIBUTOR OFFERS:

Courtesy to your clients whether they come to look or to buy

The Mansfield Georgian Desk

IN WALNUT, HAND CARVED. REPRODUCED FROM A METROPOLITAN MUSEUM PIECE. 21″ X 28″, HEIGHT 39″



The Tankerville Hospitality Tea Car

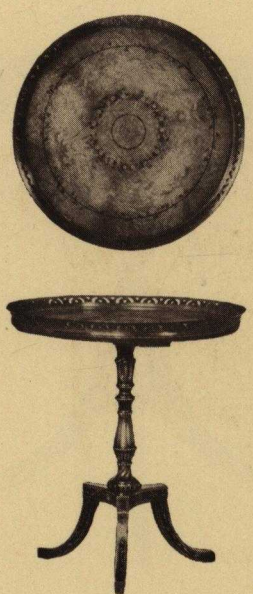
IN HAND CARVED WALNUT. SERVICE FITMENTS AS SHOWN. 23″ X 31″, HEIGHT 29″

THE PRODUCT OFFERS:

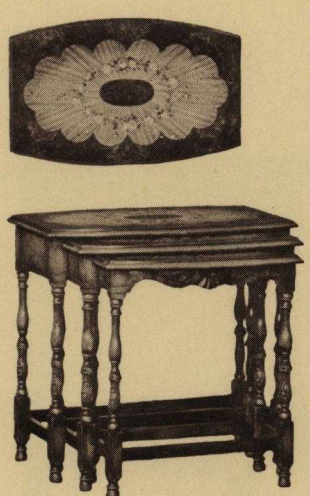
Every type of furniture suited to the American Home

NO. 835—NESTED TABLES. SOLID AMERICAN WALNUT, HAND CARVED, WITH TOPS OF WALNUT BURL AND CEYLON SATINWOOD. HAND DECORATED. 16″ X 26″, HEIGHT 34″

NO. 823—SHERATON TABLE. CUBAN MAHOGANY, INLAID TOP OF ASPEN WOOD CROTCH WITH CARVED FRAME. 23″ X 23″, HEIGHT 26″



NO. 983—TABLE IN CUBAN MAHOGANY. TOP FLORAL DESIGN OF MATCHED VENEERS. 21″ X 21″, HEIGHT 23″



NO. 837—NESTED TABLES IN CUBAN MAHOGANY, INLAID WITH CEYLON SATINWOOD AROUND A CENTER OVAL OF MAI-DOU. 16″ X 26″, HEIGHT 24″

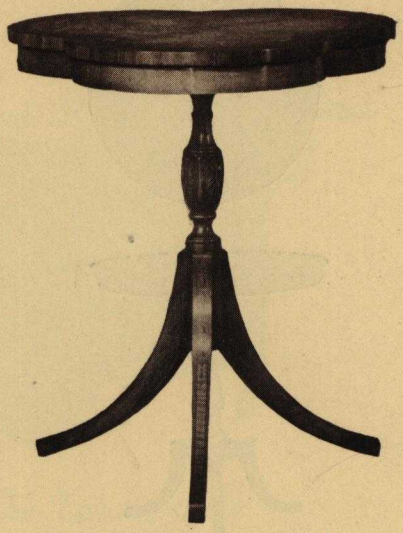
THE DISTRIBUTOR OFFERS:

Specially arranged interiors providing appropriate backgrounds

NO. 993—EARLY AMERICAN WALL CABINET IN WALNUT, INLAID WITH FIGURED WALNUT AND HAWAIIAN KOA. 16″ X 21″, HEIGHT 35″

NO. 830—SHERATON COFFEE TABLE IN CUBAN MAHOGANY. TOP OF ASPEN WOOD CROTCH AND MAI-DOU BURL. 21″ X 21″, HEIGHT 24″

NO 848—JACOBEAN COFFEE TABLE OF CARVED OAK. TOP ASH SWIRL WITH INLAID BORDER. 11″ X 18″, HEIGHT 21″



NO. 847—SHERATON TABLE IN CUBAN MAHOGANY, HAND CARVED. MATCHED VENEER TOP HAND DECORATED. 25″ X 25″, HEIGHT 28″

THE PRODUCT AND THE DISTRIBUTOR TOGETHER OFFER:

A new opportunity to add profits to your business